

3 attaching a product locator unit to a shopping aid that is utilized within said retail  
4 environment, said product locator unit having an access point for entering a customer ID, a storage  
5 location for electronically storing a list of customer desired products, an infra red (IR) receiver that  
6 receives IR signals with localized product information at specific locations in which said IR signal  
7 is broadcasted, a program algorithm for comparing said localized product information with product  
8 identifiers (IDs) of said customer desired products, and, a signaling mechanism for alerting said  
9 customer to a location of a desired product, said location being identified by said received IR signal;  
10 and

11 enabling in-shopping signaling to said customer of the presence of a desired product when  
12 said customer is in the vicinity of said desired product, wherein said signaling is completed  
13 responsive to a (1) receipt of an IR signal at a particular location by the IR receiver of the product  
14 locator unit; and (2) correct matching of the ID of said desired product with said localized product  
15 information within said IR signal received.

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2 2. (Amended) The method of Claim 1, wherein said product locator unit in said attaching step  
comprises a base unit and a portable unit, said enabling step further comprising:

3 receiving product signals being projected within said retail environment utilizing a signal  
4 sensor of said portable unit; and

5 transmitting said product signals back to said base unit, wherein said base unit completes the  
6 comparison of said product signals with said product IDs of said desired products; and

7 signaling back to said portable unit when said comparing step results in a match, wherein said  
8 customer is immediately alerted via said portable unit of a location of said desired product.

1 3. (Amended) The method of Claim 1, further comprising:

2 enabling storage of electronic coupons along with said desired products within said product  
3 locator unit; and

4 providing remote electronic redemption of coupons associated with said desired products  
5 during checkout at a checkout register by beaming said coupon information from said product locator  
6 to said checkout register when said desired product is scanned at said checkout register.

1 4. (Amended) The method of Claim 1, further comprising installing a signaling mechanism for  
2 projecting said digitized product information within particular areas of said retail environment.

5. Canceled

1 6. (Amended) The method of Claim 1, wherein said enabling step includes the step of printing a  
2 report for said customer, said report including a list of desired products and their location.

1 7. (Amended) The method of Claim 2, wherein said portable unit has a tag which identifies the  
2 particular shopping aid, said enabling step includes the steps of:

3 linking said tag to said customer ID following entry of said customer ID in said product  
4 locator unit; and

5 remotely identifying said customer ID to a cash register when said tag is brought towards said  
6 cash register, thereby allowing for the application of product discounts associated with said desired  
7 products via said customer ID.

1 8. (Amended) A system for providing a location of products to a customer in a retail environment,  
2 said system comprising:

3 a product locator unit that is attachable to a shopping aid utilized within said retail  
4 environment, said product locator unit comprising:

5 an access point for entering a customer ID;

6 a storage location for storing a list of customer desired products;

7 an infra red (IR) sensor that receives IR signals with digitized product identification  
8 information while said product locator unit is within a location in which said IR signal is  
9 being broadcasted;

10 a program algorithm for deciphering said digitized product identification information  
11 and comparing said digitized product identification information with product IDs of said  
12 customer desired products for a match; and

13 means for signaling to said customer that a desired product is within the vicinity of  
14 said customer when said program algorithm finds a match; and

15 means for providing in-shopping product location and coupon redemption services to said  
16 customer utilizing said product locator unit, wherein said customer is alerted to the presence of a  
desired item when that desired item is in the vicinity of said customer.

1 9. (Amended) The system of Claim 8, wherein said product locator unit comprises a base unit and  
2 a portable unit, and further comprises:

3 means for receiving product signals being projected within said retail environment utilizing  
4 a signal sensor of said portable unit; and

5 means for transmitting said product signals back to said base unit, wherein said base unit  
6 completes the comparison of said product signals with said product IDs of said desired products; and

7 means for signaling said portable unit when said comparing results in a match, wherein said  
8 customer is immediately alerted via said portable unit of a location of said desired product.

1 10. (Amended) The system of Claim 9, further comprising:

2 means for storing electronic coupon information associated with said desired products;

3 means for providing remote electronic redemption of coupons/discounts associated with said  
4 desired products during checkout at a checkout register by beaming said coupon/discount  
5 information from said product locator unit to said checkout register when said desired product is  
6 scanned at said checkout register.

1 11. (Amended) The system of Claim 8, further comprising an IR signaling mechanism for  
2 projecting product identification information within specific areas of said retail environment.

1 12. (Amended) The system of Claim 8, wherein said product locator unit further comprises a  
2 display screen for visually displaying a location of a desired product within the vicinity of said  
3 product locator unit.

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1 13. (Amended) The system of Claim 8, further comprising means for printing a report for said  
2 customer, said report including a list of desired products and their location.

1 14. (Amended) The system of Claim 9, wherein said portable unit has a tag, which identifies the  
2 particular shopping aid, said system further comprising:

3 means for linking said tag to said customer ID following entry of said customer ID in said  
4 product locator unit; and

5 means for remotely identifying said customer ID to a cash register when said tag is brought  
6 towards said cash register, thereby allowing for the application of product discounts associated with  
7 said desired products via said customer ID.

1 15. (Amended) A computer program product for providing a location of products to a customer in  
2 a retail environment, said computer program product comprising:

3 a computer readable medium; and

4 program instructions on said computer readable medium for:

5 enabling a product locator unit attached to a shopping aid utilized within said retail  
6 environment to identify customer desired products located within a vicinity of the shopping aid,  
7 signal that said desired product is located in the vicinity, and remotely redeem electronic coupons  
8 for said desired product during checkout by beaming coupon data to a checkout register.

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2 16. (Amended) The computer program product of Claim 15, wherein said product locator unit is  
3 comprised of a base unit and a portable unit, said program instructions further comprising program  
4 instructions for:

4 receiving product signals being projected within said retail environment as input;

5 encoding and transmitting said product signals back to said base unit;

6 comparing said product signals with said desired products to determine a match;

7 signaling back to said portable unit when said comparing step results in a match; and

8 in response to said signaling step, alerting said customer via said portable unit of a location  
9 of said desired product.

1 17. (Amended) The computer program product of Claim 15, said product locator having an access  
2 point for entering a customer ID, a signaling mechanism for alerting said customer to a location of

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3 a desired product, and a program algorithm for correctly identifying said desired product, said  
4 program product further comprising program instructions for:

5 receiving a list of user specified desired products, said desired product being linked to said  
6 customer ID;

7 comparing said desired products to products found in particular locations of said retail  
8 environment to determine a location of said desired products; and

9 signaling to said customer the location of said desired product via said signaling mechanism.

1 18. (Amended) The computer program product of Claim 15, wherein said program instructions  
2 further comprises program instructions for receiving a download of coupon data along with product  
IDs from a database upon entry of said customer ID.

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2 19. (Amended) The computer program product of Claim 15, wherein said program instructions for  
3 said signalling step includes program instructions for visually displaying a location of a desired  
product on a display screen of said product locator unit.

1 20. (Amended) The computer program product of Claim 15, wherein said program instructions for  
2 said signalling step includes program instructions for printing a report for said customer, said report  
3 including a list of desired products and their location.

21. Canceled

X4  
1 22. (Newly Added) The method Claim 1, wherein said enabling step comprises receiving a  
2 download of product IDs and associated electronic coupon data when said customer ID is entered  
3 into said product locator unit.

1 23. (Newly Added) The system of Claim 7, wherein said product locator unit further comprises  
2 means for receiving a download of product IDs and associated electronic coupon data when said  
3 customer ID is entered into said product locator unit.

1 24. (Newly added) A product locator unit for use within a retail environment, said unit comprising:  
2 connection means for connecting said unit to a shopping aid utilized within said retail  
3 environment;

4 an access point for entering a customer ID;

5 means for receiving data associated with an electronic list of customer desired products;

6 a storage location for storing said electronic list of customer desired products;

7 an infra red (IR) sensor that receives IR signals with digitized product identification  
information while said product locator unit is within a location in which said IR signal is being  
9 broadcasted;

10 a program algorithm for deciphering said digitized product identification information and  
11 comparing said digitized product identification information with product IDs of said customer  
12 desired products for a match; and

13 means for signaling to said customer that a desired product is within the vicinity of said  
14 customer when said program algorithm finds a match;

15 means for receiving and storing electronic coupon information associated with said desired  
16 products;

17 means for providing remote electronic redemption of coupons/discounts associated with said  
18 desired products during checkout at a checkout register by beaming said coupon/discount  
19 information from said product locator unit to said checkout register when said desired product is  
20 scanned at said checkout register.